

Abstract of the Invention

Behavior Analysis Based Optimization of Navigation in E-Commerce User Interfaces

This invention describes a behavior analysis based improvement of presentation
5 in e-commerce user interfaces. It renders user behavior visible which is invisible and
unknown to the website owner in prior art. This is mainly achieved by tracking the
navigation of each user. Enhancing the path data with which the user finally achieved a
particular success; for example, locating or purchasing a product; i.e., enhancing the
success user path will supply the web site owner with most of information needed to
10 improve the average user navigation.